

# EL PASO CHAMBER OF COMMERCE HAS YEAR OF BIG ACHIEVEMENT

Carries on a Great Work in Connection With Mobilization of Troops Here, Pulls Big Conventions to El Paso and Secures Establishment of New Industrial Plants; Traffic Department Aids Shippers.

By MALCOLM A. FRASER.

A REVIEW of the work of the El Paso chamber of commerce for the past 12 months would occupy more than the available space in this edition, but a few concise statements as to some of the more important things accomplished for El Paso and its great trade territory might here be enumerated.

A special census of the city on January 15 was carried out by Edmund Ellsworth, of the census bureau at Washington, and resulted in the astonishing fact that 26,711 persons were within the city limits on that date. This shows an increase of 11,432 over 1910, a truly remarkable gain in five years. The figure includes 26,711 persons and 17,522 soldiers, which gives a normal population to El Paso of 41,598. As if to prove what a sturdy young giant she is, El Paso astonished the world within the past 60 days by her ability to quarter and feed in comparative comfort a further population of nearly 40,000, so that at this report in written, the metropolis of the southwest has more than passed the 100,000 mark.

Another remarkable fact might be added regarding El Paso just here and that is, that there are doubtless more able bodied men in El Paso and a greater proportion of men to women than in any city of anything like its size in the world.

**Military Committee Most Active.**  
Due to the encampment of so many thousands of soldiers in such a short space of time, and the constant transfer of regiments during the 12 months just ending, the chamber of commerce military committee has been probably the most active of the 15 standing committees of this organization. Messrs. A. P. Cates, J. A. Hopper, J. F. Williams, H. S. Putney and Frank Allen constitute this very important body. It is greatly due to their work that the large bodies of militia now quartered in the city and its environs were so well settled in their temporary homes.

**Two Conventions Good Advertising.**  
Two great conventions were very successfully carried out in El Paso

during the year, that of the American National Live Stock association having been said by its officers to have been the best meeting ever held in its history. The Texas Press association brought nearly 400 editors to El Paso in June, the visit resulting in over 100 columns of descriptive matter concerning the trip, with which were illustrations of the city furnished by the chamber of commerce.

**Working Picture Men Big Help.**  
The meeting of general Obergren and Scott this spring brought into El Paso for a few weeks, representatives of the great motion picture news weeklies and these men were exceedingly kind to the chamber of commerce in many ways, putting the name of El Paso before millions of persons who could not have been reached without the expenditure of fabulous sums of money. A notable example of this cooperation was the trip to the Elephant Butte dam by five of these men, which made that wonderful structure and the irrigation lands it controls a household word among the theatergoers of many parts of the world.

**Farm Congress-Exposition Secured.**  
A small collection of the representative crops of the agricultural country surrounding El Paso proved to be the means of bringing to this city the International Farm congress and Soil Products exposition, which will provide, from October 14 to 24, the greatest exposition ever held on the American-Mexican border. The bringing of this congress to El Paso was made possible by the public spirited foresight of the members of city and county administrations.

**Brings Irrigation Congress Here.**  
A committee sent by the Two Valley water users' associations and this organization to Fresno and other cities in which the sessions of the International Irrigation congress of 1915 were held, was successful not only in securing the election of Richard P. Burges as president of that great assembly, but succeeded in obtaining the sessions of the congress for 1916 for El Paso.

**Committee Work Harmonious.**  
Each of these congresses has an active advisory committee working locally with the boards of governors,

## Big Work of Business Men

El Paso Chamber of Commerce Is Member of the National Body.

who are located in different parts of the United States. These committees are working conscientiously and in absolute harmony to make both meetings and the exposition a monumental success and it was their happy thought that brought forth the promise of president Wilson to be in this city on October 14, when the meeting and exposition start to dedicate the Elephant Butte dam and the great El Paso festival.

**Becomes Member of National Chamber.**  
Edward W. Filene, one of the most prominent of the American merchants, was a visitor in the Paso City in January and through his recommendation and instrumentality this body has since become a member of the chamber of commerce of the United States, an organization of the most active and powerful civic associations in this country and one which is destined to wield a most beneficial influence for all American cities.

**Organizes Preparedness Parade.**  
Under the guiding hand of John M. Wyatt, on June 16, flag day was celebrated in a beautiful and effective manner with a parade of nearly 12,000 citizens of both sexes and all ages. Considering the American population at that time, the work of major Ely, chief of staff on that occasion, that for its size El Paso had shown a greater feeling for preparedness than any other city in the country, is perhaps justified.

**New Industries Promoted.**  
During the year several industries were added to El Paso's small but promising list of manufactures. The El Paso Creamery, although completed but a few weeks ago, has already become a profitable business and local people are using the excellent butter from this creamery as fast as it can be made. A factory for the making of metal fly traps and mail boxes has been installed at Swift-Pullen Co., a Douglas corporation with plenty of means. This company has already received orders which will enable it to double its plant and payroll within 60 days.

**Conducts a Health Survey.**  
During the fall of 1915 a health survey of this city was made by professors of medicine and domestic economy of the University of Texas and a handsome health survey by J. H. Grosvenor, formerly of New York Tenement House commission. This report pointed out many ways in which the well-being of the citizens can be cared for with better advantage. These surveys were made under the auspices of the El Paso chamber of commerce.

**Issues New Railroad Rate Book.**  
The traffic department of the chamber of commerce has issued a new rate book covering the entire territory in which El Paso jobbers do business. This is the result of many months hard work on the part of A. W. Reeves, the traffic manager, and is of invaluable aid to the many large firms who use this most important branch of the chamber of commerce work.

**Reprinting Illustrated Book.**  
The El Paso illustrated book, which has attracted thousands to visit this city, is being reprinted in an edition of 10,000 copies. To provide needed stationery, 200,000 letter heads with half tone views of El Paso's most interesting scenes, has been issued. This organization distributed thousands of picture post cards and assisted the Red Cross in furnishing needed refreshments to the troops passing through here for other border points during the last few weeks.

**Brings Conventions for 1917.**  
Despite the press of present matters, the organization has had an eye to the future, as can be seen by the work of the committee on conventions which has secured the Panhandle & Southwestern Stockmen's conventions for 1917, as well as the meeting here of the Spanish-American Veterans of Texas. A delegation of banker members of this association was fortunate enough to secure the state meeting of the Texas Bankers for 1917. Several other conventions will undoubtedly be secured for the coming year.

**Outlines Season for Shipping.**  
At the suggestion of J. W. Lorenzen, one of the directors, this office distributed very widely, blue prints setting forth the situation of the shipping season in El Paso and showing the principal varieties of produce and the best months for local growers to plant and mature crops. It followed out this will have a great effect on the tonnage of truck products produced in the adjacent valleys.

**Encourages Road Tours.**  
In road matters the El Paso chamber of commerce has taken a very active part. The principal aim of the office has been to treat people eastward through Texas, instead of by way of Albuquerque and other points northward. In order to assist this design, Harry Locke, who is the pioneer in making good road maps, has recently published a book of Texas automobile tours which, with the Borderland route book and the El Paso tour book, published by the patronage of this chamber, gives the tourist accurate data from San Diego to New Orleans or Shreveport. Very soon this series of books and maps of the roads east from Shreveport and New Orleans will be compiled under one cover, thus affording the traveler all desirable information necessary to make an ideal, noble trip from ocean to ocean through the beautiful southern states and along the historic Mexican border.

**Maintains Auto Information Bureau.**  
The growth of the automobile industry is well exemplified in the work of chambers of commerce everywhere and the local body has participated in a very large extent in assisting travel in all directions and has endeavored at all times to send parties over those routes which afforded the best access according to seasons and road conditions. In this direction it might almost be said that an automobile information bureau is maintained at the El Paso chamber of commerce.

**Makes Reports on Business Monthly.**  
A careful report of industrial and business conditions is made to the Chamber's Statistical organization by this office each month, thus enabling investors in the great money markets in the east to see our healthy condition at a glance.

**Publicity Department Active.**  
A constantly increasing volume of correspondence is handled at this office. Those inquiries pertaining to resources and opportunities outside of the city are entirely within the administration of the publicity department, over which director W. G. Rouse presides. A part of the revenue derived from the budget fund has been used in this department, and it is hoped that during the budget campaign for 1917, an enlarged fund will be granted for this purpose.

**Budget Fund is Strong.**  
The budget of 1916 runs nearly to \$10,000, a condition due to the fact that many organizations depending upon the public for help required great sums for their maintenance. It was during this year that the various charitable forces of El Paso determined to establish an association under a trained head. The good effect of this merger was at once apparent. The chamber of commerce cooperated cordially with the work of the associated charities.

**Better Connection With Arizona.**  
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Guard against substitutes. Have the bottle opened in front of you, first seeing that the seal is unbroken and that the crown top bears the Fox.



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of this year's work was that of drawing closer the bonds of friendship with the great state of Arizona, which gives a large bulk of the jobbing business in El Paso's trade territory to our members. The state board of trade of Arizona at the Phoenix chamber of commerce has been maintaining an extensive branch office in the Los Angeles chamber of commerce building and through correspondence and visits back and forth it has been determined by our Arizona friends that El Paso is the natural gateway into Arizona for those who might seek its climate and great opportunities. At the close of the Soil Products exposition the Arizona board of trade will establish an exhibit and a representative will lecture several times a day in the hall of the El Paso chamber of commerce.

**Will Deliver Lectures, Illustrated.**  
This Arizona branch at El Paso will tend greatly to increase the interest of Arizonians in this city and the lecturer to be furnished by the Arizona board of trade will divide time between the valleys adjacent to El Paso and those of Arizona in talks, which will be illustrated by moving pictures and slides of both sections. Among the interesting exhibits which Arizona will install here will be a complete collection of samples of ores from the active mines of Arizona.

**Advertising El Paso to Guardians.**  
The committee prepared by the county of the national guard has not been neglected. Geo. H. Clements, of the publicity department, is now busy day and night meeting the scores of pure representatives who have come with the several regiments and giving illustrated lectures in the different camps at night. This method of reaching the soldiers with dependable information on El Paso and the surrounding country must be one of the greatest value. Any chamber of commerce would be glad to pay \$1 for each man is assured that 500 men would visit their city and remain for a week. In El Paso we have 24,000 who have been with us several weeks and they have not out anything. It is the aim of the board of directors in view of this great influx of highly desirable men to be of every possible service to them during their stay.

**Advisory Board Helps Exposition.**  
The housing of the great Soil

Products exposition, while largely in the hands of the International Farm congress, has been greatly assisted by the local advisory board of which Geo. R. Le Baron is chairman. It is clear to those who are associated with him that no effort will be spared to make this the greatest instance of local cooperation in big publicity work ever seen in the southwest. The people of El Paso will not even vaguely understand the magnitude of this great educational and amusement feature until the gates are opened on October 14. The exposition, besides its many amusement features of outstanding importance, will include agricultural displays from 17 states and numbers of counties in the southwest, besides being attended by representatives of the great nations of the world.

**Much Literature Sent Out.**  
An issue of 10,000 monthly of the magazine of the farm congress has been sent out from El Paso since December, 1915, and a large force both in the International Irrigation congress office and the International Farm congress headquarters, is daily sending out great volumes of matter to call attention to El Paso and the meetings to be held in October.

**Campaign on For Fall Congress.**  
A strong campaign is being made for exposition week, when a style show and market week will be put on. Customers of all the retail houses will be fully informed as to the incentive offered by the low rates and the meetings of the congresses and exposition and undoubtedly the greatest retail business ever known in El Paso will be done during these dates.

**SURTLE IMPOLITENESS.**  
"Blighins always agrees with anything I say."  
"Yes, it's his way of intimating that he doesn't consider your views sufficiently important to be worthy of an argument."—Washington Star.

**THE REASON.**  
Deliberate: "I wonder why women used to wear such wide wedding rings?"  
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